

Message Text

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73

ORIGIN COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 USIA-15 RSC-01 /034 R

DRAFTED BY COM/SAD:MCLEVELAND/KBM

APPROVED BY EB/OCA/REP:JBRABENS

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COM/EM/GCLAUSEN

NEA/AFN:DMACK (INFO)

----- 030839

R 241734Z DEC 74

FM SECSTATE WASHDC

TO AMEMBASSY TUNIS

UNCLAS STATE 280959

E.O. 11652: NA

TAGS: BEXP, TS

SUBJECT: IN-STORE PROMOTION

REF: TUNIS 7633

1. COMMERCE CONTACTED TWO N.Y. BUYING OFFICES AS REQUESTED. RETAILERS REPRESENTATIVES, INC. (RRI) HAS RECEIVED TENTATIVE ORDERS FOR OVER 60,000 DOLLARS FROM A. CHAOUCH OF MAGASIN GENERAL.

2. DAVID SIEBECK OF RRI SENT TELEX TO CHAOUCH DEC. 10 RECOMMENDING U.S. VISIT IN MARCH 1975.

3. RRI'S JEWELRY BUYER WROTE CHAOUCH DEC. 11 REQUESTING INFORMATION ON DESIRED CATEGORIES AND PRICE LEVELS SO SAMPLES COULD BE SENT.

4. VICTOR NORTRICA OF KIRBY BLOCK MARKETING SERVICES CONFIRMED THAT CHAOUCH LETTER WAS ANSWERED. NORTRICA WILL WRITE AGAIN ENCOURAGING CHAOUCH TO VISIT U.S. FOR HOUSEWARES SHOW.

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5. FOREIGN BUYER'S PROGRAM WILL BE IN OPERATION AT CHICAGO

HOUSEWARES SHOW JAN. 13-17, 1975.

6. A LIST OF 300 EXHIBITORS INTERESTED IN MEETING INTERNATIONAL BUSINESSMEN BEING AIRMAILED TO POST FOR CHAOUCH. SUPPLEMENTAL LIST WILL BE SENT WHEN AVAILABLE. KISSINGER

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Message Attributes

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
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Disposition Event:
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Review Markings:

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